A sampling of Theatre Technology's impressive client roster includes:

Abraham & Straus

Alvin Ailey American Dance Theatre

American Ballet Theatre

ABC

Armstrong World Industries

Atlanta Ballet

Autograph Sound (London)

Avon/JSI

Charles Aznavour Burt Bacharach

M. Baryshnikov

Berkshire Theatre Festival

Bowery Savings Bank

Brooklyn Academy of Music

Carnegie Hall

Cats

CBS Records

Chorus Line

Chrysler/JSI

Circle in the Square

Clairol/JSI

Coca Cola/C. Henning Studios

Con Edison Energy Conservation Center

Dreamgirls

Fiorentino Associates

Bob Giraldi Productions

Alexander Godunov

Martha Graham Dance Co.

Fireworks by Grucci

Gulf Oil

Halston Enterprises

Hammacher Schlemmer

Harvey Radio

HBO

E.F. Hutton

I Love NY Festival

ITT World Communications

Joffrey Ballet

Joyce Theatre

Julliard School

Kennedy Center

Kool Jazz Festival

La Cage Aux Folles

League of Women Voters

Lincoln Center

Macys

Madison Square Garden

March of Dimes

The May Company

McCann & Nugent

Metropolitan Opera

National Theatre, Washington, D.C.

NBC

Negro Ensemble Co.

Newsweek

New York City Fire Department

O'Neill Theatre Center

Ohio Ballet

Pan Am

Perry Ellis Sportswear

Portland Performing Arts Center

N.Y. Press Club

Radio City Music Hall

The Real Thing

Record Plant

Reeves Teletape

Rockefeller Center

Salsoul Records

The Salvation Army

The Seaport Market Place

N.Y. Shakespeare Festival

The Shubert Organization

Stephen Sondheim

Studio 54

Twyla Tharp Dance Co.

J. Walter Thompson

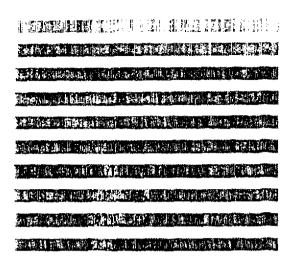
U.S. Corps of Cadets, West Point

U.S. Department of Justice

Werner Erhard Associates

Western Electric

Williamstown Theatre Festival





Erskine-Shapiro Theafre Technology, Inc.

37 West 20th Street, New York, NY 10011
Telephone 212 929 5380

From the Brooklyn Bridge to Broadway, from a Washington, D.C. Inaugural Ball to the Alvin Ailey Ballet or an IBM Board meeting, Theatre Technology is there with an intricate sound system or an indispensable component.

In over a decade of service to theatre, dance, music and industry. Theatre Technology has accommodated an extraordinary range of sophisticated audio needs and notions. Specializing in the rental, sale and operation of professional audio equipment, we handle every project with care, from design and installation through opening night, or an entire run. Our recording facilities supply music tapes and effects for an endless list of Broadway shows and prominent dance companies, and personnel can be provided for any aspect of sound production or technical coordination. The foundation of our innovative service is a commitment to creativity — the ability to implement highly efficient sound within the context of each performance, exhibition or visual presentation.

Opened in 1973 by Louis Shapiro and Peter Erskine, the young engineers who then comprised New York Shakespeare Festival's magical sound department. Theatre Technology's staff has grown to encompass a vast wealth of knowledge. Years of experience span backgrounds in theatre, music, radio, electrical engineering, sound, spectacle production—and in one case, even magic. With a person for every problem, extremely high standards, and a real concern for overall presentation, Theatre Technology has earned a reputation for technical excellence and good humored enthusiasm.

Our working knowledge of staging and production adds insight to skill in the field of multi-media interfacing, and a unique sensitivity to the needs and problems of clients. Involved in every area of entertainment and communications, Theatre Technology's recent projects have included sound design for the Brooklyn Bridge's massive Centennial Celebration, audio systems for Carnegie Hall, the

month long Chrysler New Car Introduction extravaganza, and New York City's sumptuous Seaport Market Place opening. We've been to Broadway with such shows as Annie. Crimes of the Heart, Dracula, The Elephant Man, Mornings at Seven and The Gin Game; and have supplied permanent equipment for venues throughout the country, installing custom designed sound wiring systems for a dozen Shubert Theatres in New York, Boston and Chicago.

Dance companies like Martha Graham's troupe and the Eliot Feld Bailet depend on Theatre Technology for production, storage and revision of performance tapes; the Nevada State Legislature came to us to amplify its Hearing Room; and for several years we have provided the Grucci's spectacular fireworks displays with music, sound equipment and complex cueing systems.

Louis Shapiro

Brooklyn born Louis Shapiro developed his practical attitude toward theatre technology through an early interest in magic. Heading on to New York's City College for an education in the less tangible field of electrical engineering, Louis was drawn to the campus entertainment industry. Running the CCNY radio station, he became tech director for the student union, coffee houses, and college theatre. Louis started working summers at the New York Shakespeare Festival, doing sound and lighting for the Mobile Theatre. Upon graduating in 1969, he took a full time job with the Festival, where he and Peter Erskine became the company's resident sound department. Four years later Peter and Louis left to form their own company, Theatre Technology, With the Shakespeare Festival and related contacts as early clients they took off to an auspicious start, and as their work gained a reputation for technical innovation and reliability. Theatre Technology grew to become one of the most respected in its field.

Peter Erskine

Coming to New York in the mid 60's from Reno, Nevada, Peter entered Columbia University as an engineering student. He was soon spending most of his time at campus radio station WKCR. Fascinated by the technology and potential of broadcasting, he helped rebuild the station and stayed with it through his years at Columbia. While mixing a Sha Na Na concert for live broadcast, Peter accepted a job offer from the commercial sound company working the show. He stayed with Creative Theatrical Services for about a year, touring with Frank Sinatra, Simon and Garfunkel and a host of others. In 1970 he went on to join the New York Shakespeare Festival and meet Louis Shapiro. The pair did a variety of innovative work, designing sound for the Mobile and Delacorie Theatres during the summer, and all Public Theatre productions throughout the year. When they formed Theatre Technology, Peter's lifelong fascination with computers brought an additional area of expertise to their own company which has proved indispensable. Straightforward and good natured. Peter and Louis are unusually responsive to client's needs, adding personal attention to their high standards of quality.

Mac Ken

Mac's background is in lighting design. While heading for an engineering degree at New York University, Mac discovered theatre, and went on to study Theatre History and Technology before becoming a freelance lighting designer in the early 1970's. He met Louis and Peter working on several shows together around the city. In 1976 Theatre Technology asked Mac to join its staff. Since then, Mac has become an integral part of the company. He handles the inhouse recording studio, designs systems for sale and rental, and runs shows while on the road. Mac's specialty is show tapes, working from Theatre Technology's comprehensive library of effects as well as original material. Mac's approach to each tape is based on his overall perspective, serving an entire production rather than creating an effect.